



Station Order Revised Add to Schedule Stabenow for Senate 2012

Market: Grand Rapids

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11850

Contact: Shaver, Sereen

Email: sereen@wwmt.com, bbradley@sigmet.com

Phone: 269-388-3333

Fax: 269-345-5693

Direct:

WWMT-TV

Program Name	DP	Days	Length	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
Jeopardy	PA	M-F	30	\$1,800.00		1		1						2
7:30 PM 8:00 PM				\$3,600.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														
Jeopardy	PA	Sa	30	\$400.00						1				1
7:30 PM 8:00 PM				\$400.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
NCIS	PT	Tu	30	\$2,500.00		1								1
8:00 PM 9:00 PM				\$2,500.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Criminal Minds	PT	W	30	\$2,200.00			1							1
9:00 PM 10:00 PM				\$2,200.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Blue Bloods	PT	F	30	\$2,000.00					1					1
10:00 PM 11:00 PM				\$2,000.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Comedytime	PT	Sa	30	\$450.00						1				1
8:00 PM 9:00 PM				\$450.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
60 Minutes	PT	Su	30	\$3,500.00							1			1
7:00 PM 8:00 PM				\$3,500.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														
WWMT 11p News	LI	M-F	30	\$900.00	1			1				1		3
11:00 PM 11:30 PM				\$2,700.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														
Letterman	LF	M-F	30	\$250.00	1									1
11:30 PM 12:35 AM				\$250.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Station Gross Totals				\$29,100.00	5	5	5	4	4	3	1	5	2	34

Suzanne Collins
Media Strategies and Research
1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/7/2012 1:00:30 PM

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Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

11850

Contact: Shawn Ferenc

Phone: 269-388-3333

Email: sferenc@wwmt.com, bbradley@sbgnet.com

Fax: 269-345-5693

Direct:

WWMT-TV

Program Name	DP	Length	Days	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
WWMT 6a News	EM	M-F		\$300.00		1		1				1		3
6:00 AM 6:30 AM		30		\$900.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
WWMT 6:30a News	EM	M-F		\$300.00		1			1				1	3
6:30 AM 7:00 AM		30		\$900.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
CBS This Morning	EM	M-F		\$300.00			1		1				1	3
7:00 AM 9:00 AM		30		\$900.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Live with Kelly	DT	M-F		\$200.00	1									1
9:00 AM 10:00 AM		30		\$200.00										
CBS Soap Rotation	DT	M-F		\$200.00			1							1
12:30 PM 2:00 PM		30		\$200.00										
Dr. Phil	EF	M-F		\$300.00				1						1
3:00 PM 4:00 PM		30		\$300.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Anderson Cooper	EF	M-F		\$300.00	1							1		2
4:00 PM 5:00 PM		30		\$600.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
WWMT 5p News	EN	M-F		\$750.00			1					1		2
5:00 PM 5:30 PM		30		\$1,500.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														
WWMT 5:30p News	EN	M-F		\$950.00			1					1		2
5:30 PM 6:00 PM		30		\$1,900.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														
WWMT 6p News	EN	M-F		\$1,000.00		1			1					2
6:00 PM 6:30 PM		30		\$2,000.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														
Saturday 6p News	EN	Sa		\$300.00							1			1
6:00 PM 6:30 PM		30		\$300.00										
Highly pre-emptible at LUR per WWMT. Move to S2														
Wheel of Fortune	PA	M-F		\$1,800.00	1									1
7:00 PM 7:30 PM		30		\$1,800.00										
Highly pre-emptible at LUR per WWMT. Move to S1C														

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